

Message Text

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INFO AMEMBASSY BERLIN

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UNCLAS BUCHAREST 2581

E.O. 11652: N/A

TAGS: BEXP, RO

SUBJECT: CHEMICAL AND PETROCHEMICAL PROCESSING EQUIP-
MENT TECHNICAL SALES SEMINAR (TSS)

REF: STATE 122013

1. SUMMARY: GOR PLEASE WITH PROSPECT OF TSS AND WILL
SUGGEST TOPICS. NO ADMINISTRATIVE PROBLEMS FORESEEN.

EMBASSY HOPES SPECIAL EFFORT WILL BE MADE TO RECRUIT
NEW-TO-MARKET FIRMS AND OBTAIN HIGH-QUALITY PAPERS
ON TECHNOLOGY LESS WELL-KNOWN HERE. END SUMMARY.

2. AS EXPECTED, MINISTRY OF CHEMICAL INDUSTRY DE-
LIGHTED WITH PROSPECT OF SEMINAR AND WITH OPPORTUNITY
TO SUGGEST TOPICS OF SPECIAL INTEREST. IN MEETING
JUNE 9 DEPUTY DIRECTOR GENERAL GHEORGHE DEIXNER RECALLED
WARM RECEPTION GIVEN TO AGRICULTURAL CHEMICALS TSS
IN MARCH (INCLUDING FAVORABLE COMMENTS BY MINISTER
FLORESCU), MENTIONED FOLLOW-UP VISITS, AND MADE CLEAR
THAT NEW SEMINAR WILL HAVE FULL SUPPORT OF MINISTRY.

3. NOVEMBER 6-10 SATISFACTORY TO MINISTRY AND EMBASSY.
DEIXNER EVEN SUGGESTED ARRIVAL NOV 5 P.M. VIA MALEV
OR TAROM AND DEPARTURE NOV 11 VIA INTERFLUG OR TAROM.
IF THERE ARE NUMEROUS PRESENTATIONS ENOUGH WORKING
TIME SHOULD BE ALLOWED FOR SCHEDULED INDIVIDUAL
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APPOINTMENTS.

4. LOCATION DEPENDS UPON NUMBER INVITED. DEIXNER AGREED THAT BY HOLDING AUDIENCE TO 100, LESS FORMAL ATMOSPHERE WILL IMPROVE PARTICIPATION IN SEMINAR. WE COULD THEN USE AMERICAN LIBRARY (RENT-FREE). PREFER TO DEFER FINAL CHOICE OF LOCATION UNTIL CONTENT OF SEMINAR CLEARER.

5. NO SIMULTANEOUS TRANSLATION EQUIPMENT RECOMMENDED; WATER PURIFICATION SEMINAR WORKED WILL WITH INTERPRETER USING MICORPHONE WHOLE PRESENTATION CONTINUED IN NORMAL VOICE.

6. DEIXNER PROPOSED THAT HE CONTACT FTO ROMCHIM AND THE VARIOUS RESEARCH AND DESIGN INSTITUTES THROUGHOUT ROMANIA FOR A LIST OF THE TECHNOLOGICAL PROBLEMS OF GREATEST INTEREST TO THEM. HE PROMISED TO GIVE THIS TO THE EMBASSY IN WEEK OR TWO (ALTHOUGH IT MAY TAKE SOMEWHAT LONGER), COMPLETE WITH SOME EXPLANATORY DETAIL. BELIEVE USDOC WILL FIND THIS MATERIAL WORTH WAITING FOR: GIVEN RELATIVE SOPHISTICATION OF ROMANIAN ENGINEERING IN THE FIELD OF CHEMICAL AND ESPECIALLY PETROCHEMICAL PROCESSING, THESE TOPICS MAY ALSO INTEREST EAST GERMANY AND HUNGARY.

7. DEIXNER HOPED THAT SEMINAR THEME WOULD BE BROAD ENOUGH TO AVOID EXCESSIVE SENSE OF COMPETITION BETWEEN SEMINAR MEMBERS' PRESENTATIONS, BUT PRESENT TITLE WAS TOO BROAD FOR HIM TO FOCUS ON. FEARING THAT THE SEMINAR MIGHT BECOME PREOCCUPIED WITH FABRICATION OF COMPONENTS OF CHEMICAL PROCESSING -- WHICH HE POINTED OUT IS DONE UNDER MINISTRY OF HEAVY MACHINERY -- HE STRESSED THAT MINISTRY'S OVERRIDING INTEREST IS IN TECHNOLOGY FOR NEW PROCESSES, AND HE HOPED PRESENTATIONS COULD REMAIN ON THAT LEVEL. OBVIOUSLY, EFFECTIVENESS OF SEMINAR WILL DEPEND EVEN MORE THAN USUALLY ON TECHNICAL SOPHISTICATION OF THE PRESENTATIONS.

8. EMBASSY DISAPPOINTED TO DISCOVER IN UNDATED SUMMARY PLAN FOR TSS THAT MOST OF FIRMS POLLED FOR PARTICIPATION ARE WELL-KNOWN HERE (E.G., LAMMUS, KELLOG, BADGER, UNCLASSIFIED

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STANDARD/INDIANA, CHEMICO). UNIVERSAL OIL HAS BEEN WORKING HERE SINCE 1930'S, PIONEERED EXIM FINANCING TO ROMANIA IN 1960'S, HAS STAFF HERE, AND KNOWS MARKET BETTER THAN EMBASSY. GIVEN STRONG GOR INTEREST AND SPECIALIZATION IN THIS FIELD, FULL SUCCESS OF TSS WILL DEPEND ON RECRUITING FIRMS WITH TECHNOLOGY NOT YET MARKETED HERE. EMBASSY HOPES USDOC WILL MAKE SPECIAL EFFORT TO SEEK OUT NTM FIRMS.

9 PERHAPS DURING RECRUITMENT, ENGINEERING FIRMS
SHOULD BE CAUTIONED THAT ROMANIA DOES ITS OWN BASIC
ENGINEERING FOR MOST CHEMICAL PLANTS. PROJECTS
USUALLY INVOLVE DIVISION OF LABOR IN WHICH
ONLY US INPUT IS ENGINEERING AND EQUIPMENT CRITICAL
TO NEWER TECHNOLOGY AND TO US PERFORMANCE GUARANTEES.
HOWEVER, AT LEAST ONE FIRM HAS FOUND THIS ARRANGEMENT
CONVENIENT EVEN IN THIRD COUNTRIES.
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